(e) whether Government propose to draft a comprehensive advertisement policy for private TV channels?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) Certain instances of violation of Programme Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed there under have been brought to the notice of the Government. The Government takes appropriate action against the various channels from time to time on the basis of the recommendations of the Inter-Ministerial Committee (IMC) constituted to look into the violation of Programme and Advertising Codes. Recently, AXN Channel was banned for specified period for showing "World's Sexiest Advertisement". Warning were issued to different channels for showing the advertisement of 'Lux Gen-X'. Orders were also issued to all channels not to telecast the advertisements of 'Lux Cozy Underwear' and 'Amul Macho Underwear'.

(c) and (d) The Govt. has already constituted an Inter-Ministerial Committee (IMC) under Section 20 of the Cable Television Networks (Regulation) Act, 1995 to look into the violation of the Programme and Advertising Codes prescribed under the Act and Rules tramped there under . Orders/guidelines dated 06.09.2005 and 19.02.2008 have been issued for constituting Monitoring Committees at State/district level to specially monitor local cable channels.

No such comprehensive policy is under consideration. However, a Committee constituted to review the Programme and Advertising Codes has submitted its Report to the Government on 05.03.2008

Effect of FDI in print media on news content

2122. SHRI VIJAY J. DARDA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Foreign Direct Investment (FDI) in print media has brought any qualitative change either in the news content or editorials;

(b) if not, has out domestic newspaper industry benefited from this FDI and the envisaged objective of FDI is proposed to be raised?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) The foreign Direct Investment (FDI) in print media has been allowed to overcome the shortage of capital being faced by the newspaper industry in the country. Several Indian companies engaged in publishing newspapers and periodicals dealing with news and current affairs have been allowed to bring in Foreign Direct Investment (FDI) subject to the maximum limit of 26% of their paid up equity capital. As per the FDI guidelines, editorial content continues to remain in Indian control. The guidelines provide that permission would be conditional on at least 3/4th of the Board of Directors of the new entity and all key executives and editorial staff being resident Indians.

(c) No, Sir.

Funds to Urdu channel

2123. SHRI SHAHID SIDDIQUI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state: